

Message Text

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PAGE 01 MANILA 05251 040658Z
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FOR STATE CU/PC

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SUBJECT: EXAMPLES OF GOOD CORPORATE CITIZENSHIP

REF: STATE 051579

1. SUMMARY. IN RESPONSE TO REFTTEL, FOLLOWING ARE THREE
EXAMPLES OF GOOD MNC CORPORATE CITIZENSHIP IN THE PHIL-
IPPINES. THESE EXAMPLES ARE DRAWN FROM OUR MEMORY AND
SOME RESEARCH. END SUMMARY.

2. THERE IS AN EMINENTLY SUCCESSFUL DEVELOPMENT FOUNDATION
IN THE PHILIPPINES KNOWN AS PHILIPPINE BUSINESS FOR SO-
CIAL PROGRESS (PBSP). MEMBER FIRMS OF PBSP PLEDGE TO SET
ASIDE ONE PERCENT OF THE PRECEDING YEAR'S NET PROFITS BE-
FORE INCOME TAXES FOR SOCIAL DEVELOPMENT PROJECTS. SIXTY
PERCENT OF THAT ONE PERCENT IS CONTRIBUTED TO PBSP, WHILE
THE OTHER 40 PERCENT CAN BE DEVOTED TO THE MEMBER'S OWN
INDIVIDUAL EFFORTS.

3. THE SPEARHEAD OF THE PBSP IS THE SORIANO BROTHERS,
JOSE AND ANDRES, WHO ARE U.S. CITIZENS AND WHO CONTROL
THE SORIANO COMPANIES (SAN MIGUEL, ALTAS MINING, ETC).
THE SORIANO COMPANIES CONTRIBUTE 50 PERCENT TO THE PBSP
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PAGE 02 MANILA 05251 040658Z

FUNDS. ALMOST ALL OF THE LEADING COMPANIES OF THE
PHILIPPINES ARE MEMBERS. U.S. MEMBER COMPANIES ARE FEW
IN NUMBER, THE PROMINENT ONES BEING PFIZER AND DEL MONTE.

4. PBSP IS NOW CONDUCTING 120 PROJECTS AND HAS COMPLETED
95. IT HAS A STAFF OF 105 WITH BRANCH OFFICES IN DAVAO
AND CEBU. PROJECTS INCLUDE AREA DEVELOPMENT, LOW-COST

HOUSING, SMALL-SCALE INDUSTRIES DEVELOPMENT, FUNCTIONAL
EDUCATION, ETC. COPY OF ANNUAL REPORT BEING POUCHED
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5. PFIZER PHILIPPINES TAKES A LEADING ROLE IN THE LOCAL
COMMUNITY, REFLECTING THE DYNAMISM OF ITS PRESIDENT,
GEORGE SUTER, WHO IS ALSO PRESIDENT OF THE AMERICAN CHAM-
BER OF COMMERCE OF THE PHILIPPINES. PFIZER'S CORPORATE
PHILOSOPHY IS TO GET INVOLVED IN THE LOCAL COMMUNITY. IT
IS A MEMBER OF PBSP AND PLEDGED ITS ONE PERCENT OR 127,000
PESOS IN 1977 (ONE DOLLAR EQUALS SEVEN PESOS THIRTY CENTAVOS).
ITS OWN INDIVIDUAL PROJECTS ARE MAINLY IN THE HEALTH CARE
FIELD, BUT IT HAS SUPPORTED THE DON BOSCO TECHNICAL TRAIN-
ING SCHOOL AND THE INSTITUTE OF CULTURAL AFFAIRS (AN AC-
TIVE AND SUCCESSFUL VOLUNTARY AGENCY). IN DIVESTING ITS
LAND AS A RESULT OF THE EXPIRATION OF LAURLE-LANGLEY,
PFIZER DONATED THE LAND TO THE DR. JOSE P. RIZAL
FOUNDATION, WHICH IN TURN ESTABLISHED AND ENDOWED A
HOSPITAL IN THE DASMARINAS SQUATTER RESETTLEMENT PRO-
JECT.

6. OUR THIRD EXAMPLE CONCERNS A LEADING FOOD PROCESSOR
WHICH WISHES TO REMAIN ANONYMOUS. DESPITE THIS STATED
DESIRE, THE COMPANY IS VERY WELL KNOWN IN ITS COMMUNITY
FOR ITS BARRIO (VILLAGE) ASSISTANCE PROGRAM. THIS PRO-
GRAM WHICH EMCOMPASSES 16 VILLAGES PROVIDES FOR IMPROVED
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PAGE 03 MANILA 05251 040658Z

AGRICULTURAL METHODS, BETTER HEALTH AND SANITATION PRAC-
TICES, IMPROVED CATTLE BREEDING, ETC. BASIS IDEA IS TO
HELP VILLAGERS HELP THEMSELVES. ANOTHER PROJECT IS TO
ASSIST IN THE ESTABLISHMENT OF CREDIT UNIONS, AND THE COM-
PANY GENERALLY THROWS IN "SEED MONEY" AS THE FIRST DE-
POSIT (WHICH IS NEVER WITHDRAWN). FINALLY, THE COMPANY'S
SCHOLARSHIP PROGRAM IS WELL KNOWN IN ITS COMMUNITY. PRO-
GRAM IS BASED SOLELY ON SCHOLARSHIP, AND ONE WINNER HAS
GONE ON THE UNIVERSITY ON A SCHOLARSHIP AND IS NOW A COLLEGE
PRESIDENT.

DECONTROL UPON RECEIPT.
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